



VENDOR UPDATE WINTER 2008

A Publication of the Maryland WIC Program
Maryland Department of Health and Mental Hygiene, Family Health Administration
Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – John M. Colmers, Secretary



Shelf Price Collection

Effective January 1, 2008, the Maryland WIC Program will require all authorized vendors to submit their highest shelf price for WIC food items on a quarterly basis. It is anticipated that collection of shelf prices will enable the Program to better determine maximum payment amounts for WIC checks and allow for fluctuation in market prices.



You will receive written notification prior to the required submission date. A price collection form will also be provided. You will also be required to provide the brand and UPC of the food items for which you are submitting prices. Please read the enclosed UPC instructions carefully since all UPC data must be complete or your price list will be rejected.

The price list submission dates for 2008 are as follows:

Prices in effect on:	Must be submitted no later than:
January 2, 2008	January 12, 2008
April 1, 2008	April 11, 2008
July 1, 2008	July 11, 2008
October 1, 2008	October 11, 2008

The dates listed above are the mandatory price collection timeframes. Failure to submit prices for your store(s) will result in termination from the WIC Program. However, you may also submit shelf prices as often as you like, especially if there has been a dramatic fluctuation in price for a specific item or group of food items. Maximum payment amounts will be calculated on the first of each month based on prices submitted by the 15th day of the previous month.

If you have any questions regarding the collection of shelf prices, please contact James A. Butler at 410-767-5258 or call us toll free at 1-800-242-

2007 WIC Authorized Foods List

The 2007 WIC Authorized Foods List was distributed to all WIC authorized vendors during the Month of September. The effective date of the new list was October 1, 2007. As of January 1, 2008, you no longer are required to honor both the 2004 and 2007 Authorized Foods Lists. You should only honor the 2007 WIC Authorized Foods List. Additional lists may be ordered by contacting JoAnn McGowen at 410-767-5252 or 1-800-242-4WIC (4942) toll free.



Annual Vendor Training

Annual Training was conducted in October 2007. If you did not attend any of the sessions that were conducted a makeup session was held on December 28, 2007. Annual Training is a mandatory requirement of your WIC Vendor Agreement and WIC regulations. Failure to have a representative from your store attend Annual Training may result in a one-year suspension of your WIC vendor authorization. If you have any questions, please contact James A. Butler at 410-767-5258 or 1-800-242-4942 toll free.



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New Product Alert

Post has changed sizes of its Honey Bunches of Oats cereals. The new UPCs for the new sizes are as follows:

43000 01424 - 14.5 oz -
Honey Bunches of Oats,
Honey Roasted



43000 01426 - 19 oz -
Honey Bunches of Oats,
Honey Roasted

43000 01425 - 14.5 oz -
Honey Bunches of Oats,
Almonds



43000 01427 - 19 oz -
Honey Bunches of Oats,
Almonds

43000 01279 - 14.5 oz -
Honey Bunches Oats,
Cinnamon Cluster



43000 01278 - 19 oz. -
Honey Bunches of Oats,
Cinnamon Cluster

Please ensure that these varieties are flagged for WIC purchase at your front-end. Lastly, there is a new variety of Honey Bunches of Oats cereal. **Vanilla Cluster Honey Bunches of Oats** is new and is not authorized for WIC purchase. If you have any questions, please contact James A. Butler at 410-767-5258 or 1-800-242-4WIC (4949) toll free.



Moving or Selling Your Store?

If you are moving or selling your store, please notify the Maryland WIC Program at least 15 days in advance. **Selling your store does not transfer your WIC authorization!**

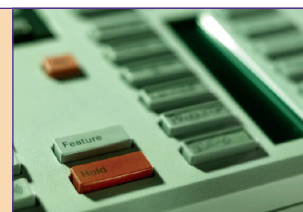
The new owner must apply to the Maryland WIC Program for authorization. You are also required to return your WIC vendor stamps to the Maryland WIC Program. If you are planning to sell or relocate your store, or have any other questions, please contact JoAnn McGowen at 410-767-5251 or Deanna Whittington at 410-767-5433. You may also reach them at 1-800-242-4WIC (4942) toll free.



Vendor Feedback

We want to make your participation in the WIC Program a rewarding experience. **WE NEED YOU!** Your input is valued and strongly encouraged.

If you have suggestions or comments, please feel free to contact James A. Butler at 410-767-5258 or 1-800-242-4WIC (4942) toll free.



The Vendor Update is a publication of the Maryland WIC Program.

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